

Order / Rev: 217656
 Alt Order #: 06867992
 Flight Dates: 10/31/12 - 11/05/12

Advertiser: POL/American Crossroads
 Product Desc: 10/31-11/5 American Crossroads
 Estimate: 1287

WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	WAVY	11/05/12	11/05/12	Today Show 2 Today Show 2	CM	9a-10a	M-----	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			1		\$1,500.00		0.00				
E 15	WAVY	10/31/12	10/31/12	Today Show 3 Today Show 3	CM	10a-11a	--W----	:30	1	\$1,000.00	P1	0.00	NM	1	\$1,000.00
TODAY SHW3-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--W----			1		\$1,000.00		0.00				
E 16	WAVY	11/02/12	11/02/12	Today Show 3 Today Show 3	CM	10a-11a	----F--	:30	1	\$1,000.00	P1	0.00	NM	1	\$1,000.00
TODAY SHW3-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----F--			1		\$1,000.00		0.00				
E 17	WAVY	10/31/12	10/31/12	Hampton Roads Show Hampton Roads Show	CM	11a-12p	--W----	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
HAMPTN RDS SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--W----			1		\$300.00		0.00				
E 18	WAVY	11/01/12	11/01/12	Hampton Roads Show Hampton Roads Show	CM	11a-12p	---T---	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
HAMPTN RDS SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---T---			1		\$300.00		0.00				
E 19	WAVY	11/05/12	11/05/12	Hampton Roads Show Hampton Roads Show	CM	11a-12p	M-----	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
HAMPTN RDS SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			1		\$300.00		0.00				
E 20	WAVY	10/31/12	10/31/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	--W----	:30	1	\$600.00	P1	0.00	NM	1	\$600.00
WAVY NEWS10-NN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--W----			1		\$600.00		0.00				
E 21	WAVY	11/02/12	11/02/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	----F--	:30	1	\$600.00	P1	0.00	NM	1	\$600.00
WAVY NEWS10-NN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----F--			1		\$600.00		0.00				
E 22	WAVY	11/01/12	11/01/12	Days of Our Lives Days of Our Lives	CM	1p-2p	---T---	:30	1	\$800.00	P1	0.00	NM	1	\$800.00
DAYS-OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---T---			1		\$800.00		0.00				
E 23	WAVY	11/05/12	11/05/12	Days of Our Lives Days of Our Lives	CM	1p-2p	M-----	:30	1	\$800.00	P1	0.00	NM	1	\$800.00
DAYS-OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			1		\$800.00		0.00				
E 24	WAVY	10/31/12	10/31/12	M-F 2-3p The Doctors	CM	2-3p	--W----	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
DOCTORS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--W----			1		\$300.00		0.00				
E 25	WAVY	11/02/12	11/02/12	M-F 2-3p The Doctors	CM	2-3p	----F--	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
DOCTORS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----F--			1		\$300.00		0.00				
E 26	WAVY	11/01/12	11/01/12		CM	3p-4p	---T---	:30	1	\$500.00	P1	0.00	NM	1	\$500.00

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WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 3-4p Maury Povich											
				MAURY POVICH<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---T---	1		\$500.00		0.00						
E 27	WAVY	11/05/12	11/05/12	M-F 3-4p Maury Povich	CM	3p-4p	M-----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
				MAURY POVICH<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$500.00		0.00						
E 28	WAVY	10/31/12	10/31/12	M-F 4-5p M-F 4-5p	CM	4p-5p	--W----	:30	1	\$800.00	P1	0.00	NM	1	\$800.00
				ANDERSON<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$800.00		0.00						
E 29	WAVY	11/02/12	11/02/12	M-F 4-5p M-F 4-5p	CM	4p-5p	----F--	:30	1	\$800.00	P1	0.00	NM	1	\$800.00
				ANDERSON<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----F--	1		\$800.00		0.00						
E 30	WAVY	11/01/12	11/01/12	WAVY News 10 @5p News 10 @5p	CM	5p-530p	---T---	:30	1	\$2,500.00	P1	0.00	NM	1	\$2,500.00
				WAVY NEWS10-5<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---T---	1		\$2,500.00		0.00						
E 31	WAVY	11/05/12	11/05/12	WAVY News 10 @5p News 10 @5p	CM	5p-530p	M-----	:30	1	\$2,500.00	P1	0.00	NM	1	\$2,500.00
				WAVY NEWS10-5<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$2,500.00		0.00						
E 32	WAVY	10/31/12	10/31/12	WAVY News 10 @530p News 10 @530p	CM	530p-6p	--W----	:30	1	\$2,500.00	P1	0.00	NM	1	\$2,500.00
				WAVY10NWS-5.30<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$2,500.00		0.00						
E 33	WAVY	11/02/12	11/02/12	WAVY News 10 @530p News 10 @530p	CM	530p-6p	----F--	:30	1	\$2,500.00	P1	0.00	NM	1	\$2,500.00
				WAVY10NWS-5.30<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----F--	1		\$2,500.00		0.00						
E 34	WAVY	11/05/12	11/05/12	WAVY News 10 @530p News 10 @530p	CM	530p-6p	M-----	:30	1	\$2,500.00	P1	0.00	NM	1	\$2,500.00
				WAVY10NWS-5.30<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$2,500.00		0.00						
E 35	WAVY	11/01/12	11/01/12	WAVY News 10 @6p News 10 @6p	CM	6p-630p	---T---	:30	1	\$3,000.00	P1	0.00	NM	1	\$3,000.00
				WAVY NEWS10-6<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---T---	1		\$3,000.00		0.00						
E 36	WAVY	11/05/12	11/05/12	WAVY News 10 @6p News 10 @6p	CM	6p-630p	M-----	:30	1	\$3,000.00	P1	0.00	NM	1	\$3,000.00
				WAVY NEWS10-6<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$3,000.00		0.00						
E 37	WAVY	11/04/12	11/04/12	WAVY News 10 Sun 6p WAVY News 10 Sun 6p	CM	6p-7p	-----S	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
				WAVY NW10 SUN1											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$1,500.00		0.00						
E 38	WAVY	10/31/12	10/31/12		CM	7-730p	--W----	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00

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WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 7-730p M-F 7-730p											
				ENT TONIGHT 30<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$2,000.00		0.00						
E 39	WAVY	11/01/12	11/01/12	M-F 7-730p M-F 7-730p	CM	7-730p	---T---	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
				ENT TONIGHT 30<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---T---	1		\$2,000.00		0.00						
E 40	WAVY	11/02/12	11/02/12	M-F 7-730p M-F 7-730p	CM	7-730p	----F--	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
				ENT TONIGHT 30<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----F--	1		\$2,000.00		0.00						
E 41	WAVY	11/05/12	11/05/12	M-F 7-730p M-F 7-730p	CM	7-730p	M-----	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
				ENT TONIGHT 30<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$2,000.00		0.00						
E 42	WAVY	10/31/12	10/31/12	M-F 730-8p M-F 730-8p	CM	730-8p	--W----	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
				INSIDER<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$2,000.00		0.00						
E 43	WAVY	11/01/12	11/01/12	M-F 730-8p M-F 730-8p	CM	730-8p	---T---	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
				INSIDER<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---T---	1		\$2,000.00		0.00						
E 44	WAVY	11/02/12	11/02/12	M-F 730-8p M-F 730-8p	CM	730-8p	----F--	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
				INSIDER<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----F--	1		\$2,000.00		0.00						
E 45	WAVY	11/05/12	11/05/12	M-F 730-8p M-F 730-8p	CM	730-8p	M-----	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
				INSIDER<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$2,000.00		0.00						
E 46	WAVY	11/02/12	11/02/12	Fri Hour 2 Friday 9-10p	CM	9p-10p	----F--	:30	1	\$5,000.00	P1	0.00	NM	1	\$5,000.00
				GRIMM-NBC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----F--	1		\$5,000.00		0.00						
E 47	WAVY	11/02/12	11/02/12	Fri Hour 3 Friday 10p-11p	CM	10p-11p	----F--	:30	1	\$3,000.00	P1	0.00	NM	1	\$3,000.00
				DATELINE FR-NBC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----F--	1		\$3,000.00		0.00						
E 48	WAVY	10/31/12	10/31/12	LN M-F M-F News 10 @11	CM	11p-1130p	--W----	:30	1	\$2,500.00	P1	0.00	NM	1	\$2,500.00
				WAVY NEWS 10@11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$2,500.00		0.00						
E 49	WAVY	11/01/12	11/01/12	LN M-F M-F News 10 @11	CM	11p-1130p	---T---	:30	1	\$2,500.00	P1	0.00	NM	1	\$2,500.00
				WAVY NEWS 10@11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---T---	1		\$2,500.00		0.00						
E 50	WAVY	11/02/12	11/02/12		CM	11p-1130p	----F--	:30	1	\$2,500.00	P1	0.00	NM	1	\$2,500.00

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Estimate: 1287

WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				LN M-F											
				M-F News 10 @ 11											
WAVY NEWS 10@11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	- - - - F - -		1				\$2,500.00		0.00			
													Totals	50	\$88,200.00